

KEITH-O'BRIEN'S

Fashion Notes From New York Reported by Our Buyers

Our buyers have lately returned from a three to six weeks buying-trip to the fashion center of this country. The first week of this time was spent in securing authentic information regarding the season's correct styles. Selections for their several departments were then made in conformity with accepted modes.

The result of this careful preparation is seen in every line of dress and dress accessories. New button oxfords and pumps, of particular interest in connection with the costume, are strongly featured in our new shoe department. Silk hosiery, parasols, gloves and handkerchiefs include novel and practical ideas.

Style in Trimmings-- Laces Freely Used

Bulgarian and Persian effects lead in the order mentioned. Edgings are largely used; slides and ornaments are greatly in demand; Rhinestones and rose trimming are more popular than ever.

The most popular trimmings are those in which the Balkan, Bulgarian or Barbarian idea dominates in design and color or in both of these features. Next in favor are the Persian effects, which are equally rich but more subdued in color.

Laces are to be used on all women's and children's summer apparel. With the cobwebby, shadow and oriental varieties and the heavier laces all in demand, the season promises to be one of the best we have had for many years. All these laces make pretty trimming for the dainty crepe de chine and lingerie dresses. The more elaborate designs are used on the afternoon and evening gowns.

Shadow lace flouncings, shadow laces and shadow allover are greatly in demand. We are showing a very extensive line of these shadow flouncings in 6, 10, 12, 18 and 27-inch widths.

The St. Gall, Paris, Plauen, Calais, Filet, Venise and Cluny all play an important part in the lace trimmings used this season. Cragnele net and lace is one of the newest ideas.

New French beaded tunics are shown here in a variety of styles, some embroidered with crystal and beautiful colored beads. Many in the plain pastel shades.

NOVEL STYLES IN NECKWEAR

Low effects have the call. The shoulder-point style is supreme. Both separate collars and collars with jabots are in high favor. Bulgarian novelties are late importations and promise to become the Fad of the season.

The new styles, both in suits and dresses, furnish excellent opportunities for a large use of low collars, the shoulder-point style being supreme. Some of the most striking of these low collars with jabots have the collar portion with extremely deep shoulder points, finished with a flatly pleated jabot or dainty hemstitching.

Guimps are enjoying great sway, particularly so in view of the low-neck waist models now in vogue. All grades and styles are selling.

Collar and cuff sets in new Bulgarian combinations. One of the season's latest novelties is the Crepe de Chine collars in the Epaulette style.

Embroideries

Wide Voile Flouncings with Bands to match the Leader for Dress Purposes this Season

18 and 27-inch flouncings with bands to match are the leaders for this season. Voile neige is especially favored. 45-inch flouncings are next in demand, while linen flouncings are much used on the ready-to-wear dresses. Cream, white and delicate shades are favorite colors. The patterns cover a wide range, including the daintiest and boldest designs.

Bulgarian colors embroidered on voiles in flouncing and bands are among the latest styles in embroidery.

Ribbons and Ribbon Novelties

Ribbon Trimmings Strong this Season

Sashes and girdles are to be seen on many of the spring gowns and are a necessary feature in the new Balkan blouse suits. In a season of bright colors, ribbons furnish one of the most desired mediums, especially in millinery. Many of the hats for spring show ribbon or ribbon and flower combinations for trimming. The popular shades include the nelrose, national blue, rubies, palmier, leather, empire and Corea. Extremely small ribbon flowers made in forget-me-nots, roses and many other designs, are among the leading novelties. Fancy edged and flowered ribbons in Bulgarian colorings are especially favored.

BOWS AND BANDEAUX FOR THE FASHIONABLE COIFFURE

The broad bandeau with butterfly bow is in high favor this season. These are made of soft satin ribbon; the soft, pretty shades predominate and are especially becoming to the youthful face. Bands of plain and brocaded velvet, ribbons in black and colors make smart and attractive bandeaux.



Lovely Afternoon Gowns, Smart Tailored Suits Arriving Daily

The new styles for spring, in comprehensive assortment, are shown earliest by the Keith-O'Brien store, because our buyer personally demanded early shipments.

In the collection of spring garments we are featuring a number of popular priced suits. Among others we have just unpacked—A navy serge semi-fitting suit with close-fitting skirt; the coat is cut in the new length, smartly tailored and finished with patch pockets. Introductory price, Monday, \$16.50.

Another number selected for the same introductory purpose is a handsome gray tailored suit, made perfectly plain, yet with all the new features is a very smart model. This suit is shown in a variety of plain gray materials at the special Introductory price, Monday, \$22.50.

In the more expensive garments we have grouped a number of very handsome suits which we offer at \$25.00. In the collection are plain blues, bedford cords, plain grays, smart black and white checks and tan novelties. Introductory price, Monday, \$25.00.

Attractive Spring Coats

We are showing an exceptionally attractive collection of these new garments. New ideas have been developed from new materials. We do not remember a spring season when coats looked so good.

New materials are eponge, matlasse, crepe broche, Bengaline and wool faille, serges, mixtures, black and white checks, charmeuse, taffeta and satin. Prices range from \$10.95 to \$125.00.

WE HAVE \$500 IN NEW NICKEL COINS—10,000 NICKELS OF 1913 ISSUE, THE FIRST OF THESE COINS TO REACH THE WEST—WHICH WE WILL USE AS CHANGE MONDAY AND AS LONG AS THEY LAST.

Women Are Charmed With the New Spring Hats

In the variety of shapes and trimmings almost any woman can find the desired hat for early spring, and we advise an early selection owing to the nearness of the Easter season.

The spring models from Burgess, Knox, Gage, Phipps and Gearheart are ready; also, many copies from foreign patterns, from our own workroom.

Displaying New Silks For Easter Gowns

Charmeuse, crepe de chine, crepe meteors and satin Francaise are leading favorites. Tub silks to be largely used.

With Easter only two weeks away we suggest you purchase now the materials for your Easter costume. Never before have we assembled such a comprehensive assortment of magnificent weaves in high-grade silks.

Soft and supple silks will continue the popular favorites as long as the present tendency toward clinging effects in dress prevails. Brocaded charmeuse, broche, crepe meteors, printed crepe de chine and stately brocades in small, neat allover designs to the large and elaborate effects. Also chiffon moire antiques.

Among the new shades of satin charmeuse is a sea-foam widely spoken of just now by reason of it being the weave and shade worn at the inaugural by Mrs. President Wilson. The material is of fine quality, while the shade is certain to become popular. Not because of its selection by Mrs. Wilson, but because it's worth as a spring fabric. Inaugural green satin charmeuse promises to become one of the favorite silks of the season. Nell rose is a much desired shade among the younger population of the capital city, as elsewhere, and there is a noticeable revival of the Dolly Madison designs.

The high novelty styles and colorings favored by the exclusive dressmakers include the Bulgarian, Barbarian and oriental colors, such as bright greens, strong yellows, vivid purples and bright reds, in the rich jacquard and brocaded designs.

The Bulgarian Note in Dress and Dress Accessories

Brilliancy of Color and Beauty of Materials Distinguishing Features of Spring Fashions

Gowns, dresses, waists, millinery, trimmings and dress accessories of every kind reflect this high-note in the spring fashions—a tendency to the oriental.

Balkan, Bulgarian, Rumanian, Magyar—descriptive terms that will meet you across the counter and in every department of feminine dress in the prominent apparel stores of the fashionable world.

These rich and brilliant colors, characteristic of the people of the east, are to replace the more delicate shades of the past two seasons and arrest that tendency to what is termed the mannish effect in feminine wear.

The leading designers of women's dress recognized last summer a demand for a change. As month followed month they failed to find the desired information, when, "like lightning out of a clear sky," it came from an unexpected source.

The Balkan War—A famous war correspondent following the allied armies so far in the rear that authentic war news was scarce, filled his "space" with descriptions of the country and its people. In one of his dispatches he described the feminine costume as the most picturesque—Ah! "The Grand Idea." Fashionable feminine dress for the coming season should be picturesque.

Continental and American designers grasped the opportunity almost simultaneously and vied with each other in its development. And so fashion is to reflect that picturesque coloring so characteristic of the people inhabiting those Balkan countries bordering the Far East.

This innovation has already proven a most popular one, because of two powerful incentives. There is continental interest in the struggle of these little countries for political liberty, and there is also the natural feminine desire for decoration with the inclination to the picturesque for effect, while universal desire for a change has long been manifest.

VOGUE IN EASTER COIFFURES

The coiffures for this season must, first of all, be dressed to conform to the small, close fitting hats. The Coiffure de Tour is one of the smartest adaptations for street wear. For the evening and reception coiffure we show a new departure in high arrangement. For the theatre the hair is to be worn low with Psyche and aigrette ornaments.